

SUSTAINABLE TOURISM WORKSHOP

2010 MT GOVERNOR'S CONFERENCE ON RECREATION AND TOURISM

KALISPELL, MT
APRIL 7-9, 2010

Deb Friedel, Delaware North Companies

Heather Higinbotham, Yellowstone Business Partnership

Beth Pratt, Xanterra Parks and Resorts



Agenda

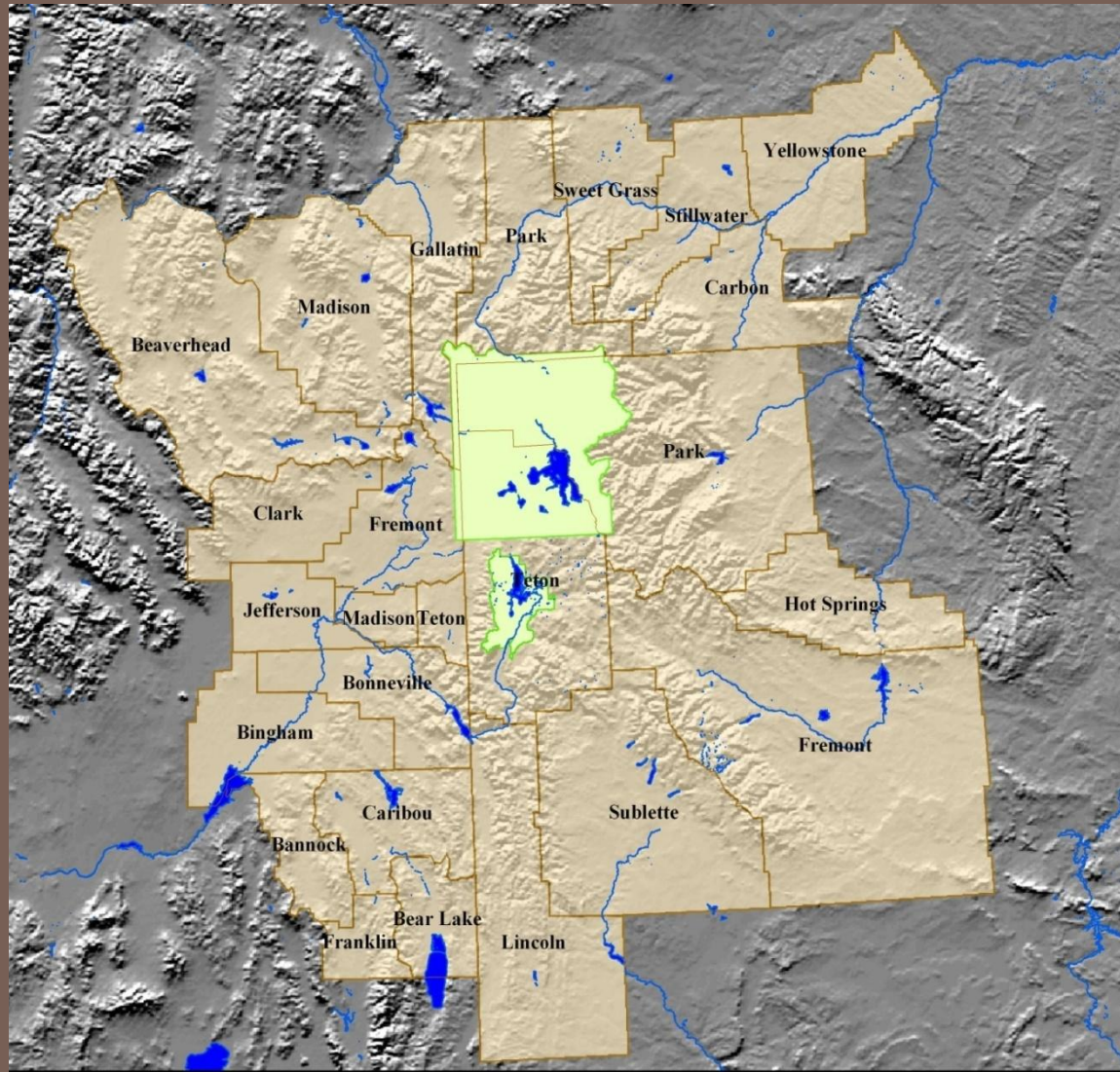
- ❑ Introductions
- ❑ What is Sustainable Tourism?
- ❑ Climate Change in Your Backyard
- ❑ Story of Stuff
- ❑ Waste Stream Management
 - Thursday 10:30-11:45 a.m.
- ❑ Responsible Purchasing
 - Thursday 2:15-3:30 p.m.
- ❑ Energy Efficiencies
 - Thursday 4:15-5:30 p.m.

Yellowstone Business Partnership

- ❑ Includes 27 counties in Idaho, Montana and Wyoming that surround and identify with Yellowstone and Grand Teton national parks – a total of 35-40M acres
- ❑ Over 700,000 total population with only four counties in excess of 50,000 (metro areas)
- ❑ Estimated 28,000 businesses with employees
- ❑ Growing numbers of seasonal and year-round residents, especially those 45-65 years old
- ❑ Growth in service and construction; stable levels of agriculture, mining and government employment



YBP Region



YBP Mission

The Yellowstone Business Partnership unites businesses dedicated to preserving a healthy environment and shaping a prosperous and sustainable future for communities in the Yellowstone-Teton region.

The Partnership promotes scientific understanding, informed dialogue, and collaborative approaches to resolving our region's most complex cross boundary socioeconomic and natural resource challenges.



Delaware North Companies Parks & Resorts

Deb Friedel, Director of Sustainability



GreenPath is our Environmental Management System,
registered to ISO 14001 Standards

Xanterra Parks and Resorts at Yellowstone

Beth Pratt,

- ❑ Our business decisions balance economic viability with ecological responsibility.
- ❑ We reduce and recycle waste, conserve energy and water, and educate our guests and employees on environmental stewardship.
- ❑ We believe that increasing the sustainability of natural systems is not just good business. It is the right thing to do.



What is Sustainability?



Sustainable operations means meeting the needs of the present without compromising the ability of future generations to meet their own needs

Sustainability does not mean “no impact” —it means appropriate impact

- Sustainability recognizes the interconnections between
 - Social health and justice
 - Economic health
 - Environmental health

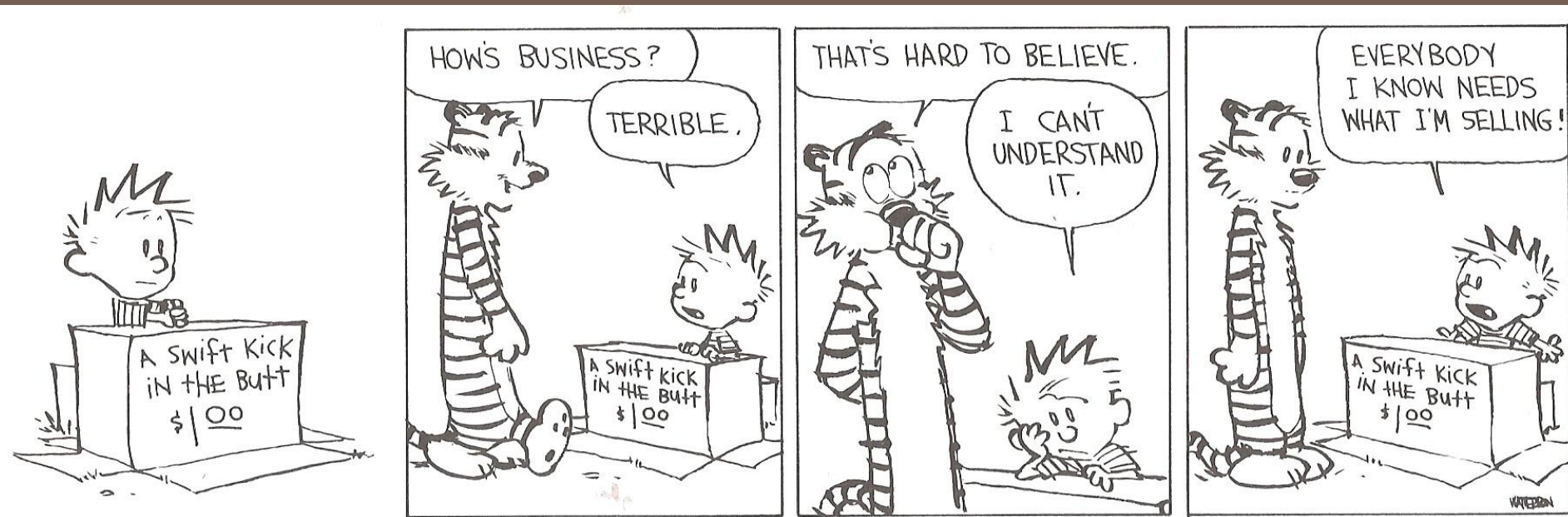


Why does this matter to you?

“ Business is the only mechanism on the planet today powerful enough to produce the changes necessary to reverse global environmental and social degradation.” –Paul Hawken



The Reality



What are some environmental concerns?

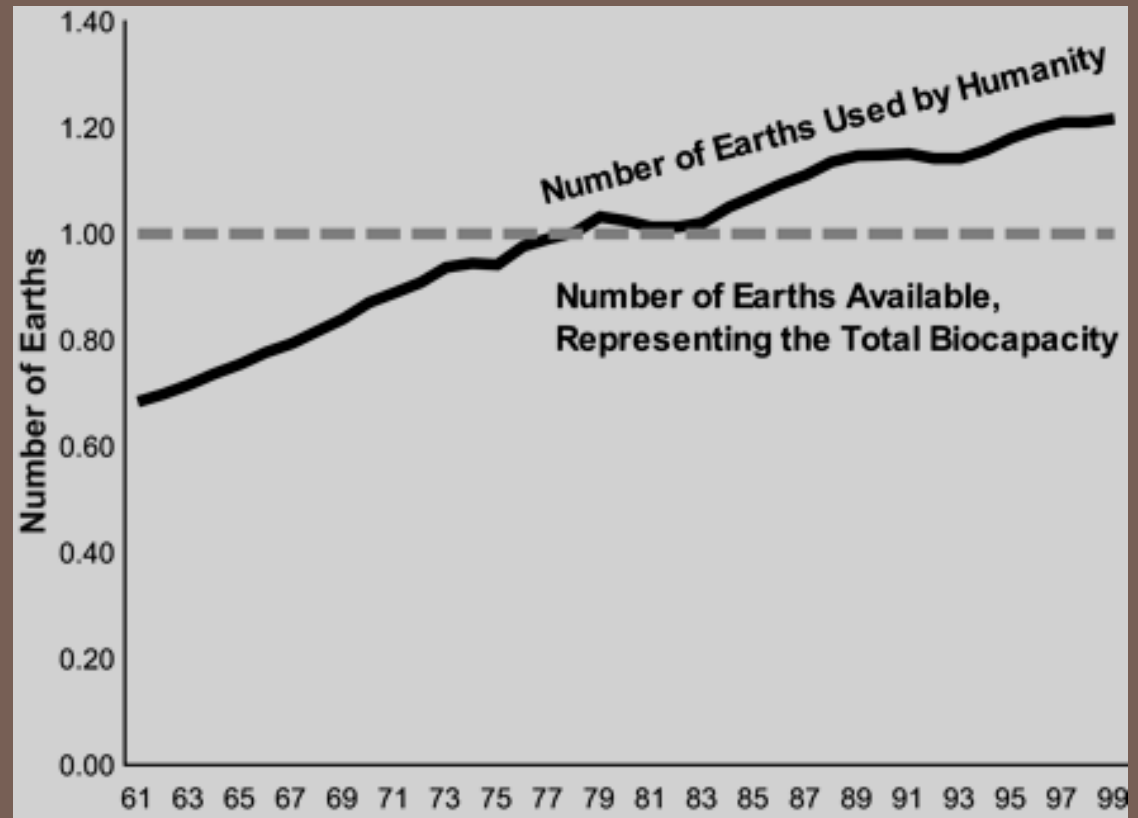
- ❑ Generation of solid waste
- ❑ Air pollution
- ❑ Clean water
- ❑ Wildlife displacement
- ❑ Health hazards
- ❑ Reduced water availability
- ❑ Noise pollution
- ❑ Light pollution
- ❑ Overburdening resources
- ❑ Gas emissions
- ❑ Toxic cleaning solutions
- ❑ Green product availability, cost for small businesses
- ❑ Recycling programs and infrastructure

Environmental Concerns

- ❑ Air pollution
- ❑ Deforestation
- ❑ Energy crises
- ❑ Water scarcity
- ❑ Population
- ❑ Toxic chemical pollution
- ❑ Food scarcity
- ❑ Hazardous waste
- ❑ Ozone depletion
- ❑ Global warming
- ❑ Consumerism
- ❑ Wetlands loss
- ❑ Marketing opportunities
- ❑ Consumer demand
- ❑ Water pollution
- ❑ Soil depletion
- ❑ Biodiversity
- ❑ Species Extinction
- ❑ Recycling
- ❑ Sustainable Construction
- ❑ Solid Waste
- ❑ Urban Sprawl
- ❑ Noise and light pollution
- ❑ Wastewater
- ❑ Non-native species
- ❑ Transportation
- ❑ Legal issues
- ❑ Save money
- ❑ Competition



Whereas humanities load corresponded to 70% of the biosphere's capacity in 1961, this percentage grew to 120% in 1999. In other words, 20% overshoot means that it would require 1.2 earths, or one earth for 1.2 years, to regenerate what humanity used in 1999.



- Source: Wackernagel et al., Tracking the ecological overshoot of the human economy. Proceedings of the National Academy of Sciences. 99(14):9266-71.





Earth at Night
More information available at:
<http://antwrp.gsfc.nasa.gov/apod/ap001127.html>

Astronomy Picture of the Day
2000 November 27
<http://antwrp.gsfc.nasa.gov/apod/astropix.html>

McCarty Glacier - Alaska



Did you know?

- ❑ Switched-off devices account for **40 percent** of the energy consumed by electronics in an average home (*TreeHugger.com*)
- ❑ The energy saved by recycling ONE plastic bottle will power a computer for **25 minutes** (*Think Green*)
- ❑ If all commuters worked from home just one day a week, we could save **5.85 billion gallons** of oil each year (*Environmental Defense Fund*)
- ❑ If one in five households switched to electronic bills, statements and payments, the collective impact would save **151 million lbs** of paper, **8.6 million bags** of waste, and **2 million tons** of greenhouse gas emissions (*PayItGreen*)



What would a truly sustainable business look like?

- ❑ Closed loop systems
- ❑ Zero waste
- ❑ Use waste for power
- ❑ Profitable
- ❑ Happy customers
- ❑ On-site electricity production
- ❑ Happy employees
- ❑ Invested in community
- ❑ Healthy workplace
- ❑ Grow their own food
- ❑ Public transportation

What would a truly sustainable business look like?

- ❑ Use zero fossil fuels
- ❑ Use zero persistent toxic chemicals
- ❑ Generate zero waste to the landfill
- ❑ Generate zero hazardous waste
- ❑ Consume water to extent no species are negatively impacted
- ❑ Employ sustainable design, construction and maintenance practices in all operations
- ❑ Serve 100 percent local organic food
- ❑ Sell 100 percent fair trade products
- ❑ No flora, fauna species impact from development

Benefits of Pursuing Sustainability

- ❑ Reduce Use
- ❑ Financial Savings
- ❑ Differentiate Yourself
- ❑ Sidestep Future Regulations
- ❑ Create Innovative Products, Services and Processes
- ❑ Open New Markets
- ❑ Attract and Maintain Quality Employees
- ❑ Improved Image with Shareholder & the Public
- ❑ Reduce Legal Risk and Insurance Costs
- ❑ Provide a Higher Quality of Life

Threats of Not Pursuing Sustainability

- ❑ Liability for Pollutants
- ❑ Legal Risks
- ❑ Attack on Image
- ❑ Bad-Mouthing of Your Products or Services
- ❑ Being Closed Out of Certain Markets

Risks to Pursuing Sustainability

- ❑ Green Washing
- ❑ Cannibalizing Your Business
- ❑ Raising Unrealistic Expectations

Sustainability and the Triple Bottom Line

- ❑ Every business decision has potential impacts on profits, people, and the planet.
- ❑ Businesses are increasingly focusing on ways to maximize profits while also maximizing human health, social, and environmental benefits.

Integrate Sustainability Into All Areas of Business

- ❑ Human Resources
- ❑ Purchasing
- ❑ Facilities & Maintenance
- ❑ Administrative Offices
- ❑ Retail
- ❑ Food & Beverage
- ❑ Lodging
- ❑ Employee Housing
- ❑ Transportation
- ❑ Warehouse
- ❑ Grounds Keeping
- ❑ Information Technology
- ❑ Sales & Marketing
- ❑ Recreation & Guest Services

Communication is Key

- ❑ Internal Communications
- ❑ External Communications
- ❑ Networking
- ❑ Partnerships

Inspiring Cultural Change

- ❑ Internal perception assessment
- ❑ Identifying internal champions and challenges
- ❑ Working group creation
- ❑ Mission/vision creation
- ❑ Internal communication
- ❑ Job descriptions/recognition and incentives
- ❑ Continuing education/networking
- ❑ Rethinking value
- ❑ Getting strategic about managing project costs
- ❑ External communication

Context

Understand the complete flow of materials and energy

- ❑ Measurement and assessment: what are we doing and why?
- ❑ Alternatives: what other ways could we be doing this?
- ❑ Analysis: what is the life cycle and financial analysis of appropriate alternatives?

Decision and implementation: how do we manage the change?

- ❑ Continuous learning: how do we stay current with technologies and management techniques?
- ❑ Communication: how do we effectively communicate the results of our efforts without being seen as self-promoting or “green washing”?

Sustainable Tourism and YOU

What does “sustainable operations” look like for your business?

- ❑ What would be some defining characteristics of your business if it were “sustainable”?
- ❑ How do you aspire to achieve a more sustainable operation?

On a scale of 1-10, where do you think your business is on creating a culture supportive of sustainable operations?

- ❑ How have you/will you go about affecting a culture change in your organization?
- ❑ What will be your biggest challenges?

Sustainable Tourism Certification Programs

Why Certify?

According to the World Tourism Organization, ecotourism is the fastest growing market in the tourism industry, growing at a rate of 5% worldwide and representing over 11% of all consumer spending.



Why Certify?

“More than two-thirds of U.S. and Australian travelers, and 90% of British tourists, consider active protection of the environment and support of local communities to be part of a hotel's responsibility.”

~International Ecotourism Society

Sustainable Tourism and AAA

AAA has added an "eco" icon to its 2010 Tour Books for hotels, motels, and other lodging facilities. The AAA Eco Program identifies - and in turn, promotes - AAA-approved lodgings that are certified by designated government and private programs.



Sustainability and Travelocity

- ❑ First online travel company to offer customers the ability to purchase carbon offsets; the program has offset more than 40,000 tons of carbon to date
- ❑ Website provides green travel tips to encourage customers to travel more responsibly
- ❑ Research conducted in 2008 showed 66% of travelers think their choices can make a difference to the environment
- ❑ But many customers are skeptical about company claims, and only 8% said it was easy to find green options. In response, Travelocity published a listing of hotels that meet the Global Sustainable Tourism Criteria.



Sustainability and Your Guests

The J.D. Power and Associates' 2009 North America Hotel Guest Satisfaction Index Study

- ❑ Surveyed over 66,000 guests who stayed in North American hotels from May 2008 to June 2009
- ❑ Found that guests' awareness of their hotel's green programs increased significantly in 2009: Sixty-six percent of guests said they were aware of their hotel's conservation efforts, up from 57 percent the previous year.

Green Lodging Certifications

There is no “one size fits all” program when it comes to green lodging certification.



Green Key Global

- ❑ More than 1,200 hotels certified in Canada since its inception in the 1990s; the Green Key Eco-Rating Program has recently made its way south of the border into the United States.
- ❑ Administers a 140-question online audit, and based upon the results, awards hotels an environmental rating of one to five Green Keys; members are then given guidance on how to "unlock" opportunities to reduce operating costs and environmental impacts - and in turn earn more keys.
- ❑ The program has added an onsite audit and validation process. Annually, a minimum of 20% of the lodging properties in the U.S. program will be audited on site.

www.greenkeyglobal.com



Green Key Global

- “Green Key is really focused on hotel operations and best practices - helping hotel operators understand how they can reduce their impact on the environment, save money and become a destination for environmentally conscious consumers.”

~Zachary Conen, vice president of sales and marketing for Green Key.

Green Key Global

The Green Key audit looks at nine major areas of sustainable hotel operations, including:

- ❑ Energy and water conservation
- ❑ Solid waste management
- ❑ Hazardous waste management
- ❑ Indoor air quality
- ❑ Community outreach
- ❑ Building infrastructure
- ❑ Land use

Green Globe International

- ❑ Utilized by the travel and tourism industry since 1993, the Green Globe brand is internationally recognized in Europe, Latin America, China, the Middle East, and the Caribbean, and is starting to gain traction in the U.S.
- ❑ As part of its certification program, Green Globe looks at behavioral, facility and product issues at the hotel
- ❑ To guarantee adherence to the highest international standards, a third-party independent auditor is appointed to work with clients on-site.
- ❑ Must be re-certified on an annual basis, and meet additional requirements. Green Globe also updates certification requirements to make sure businesses stay on the highest international level.

www.greenglobecertification.com



Green Globe International

- 'People are used to seeing Green Globe certification around the world - the brand really means something to eco-conscious travelers,' said Hobbs, a certified auditor for Green Globe. 'Green Globe really provides an excellent option for hotels looking to raise their environmental standing. We know not every hotel can afford to completely rebuild, so we really look at identifying practices and habits hotels can adopt to lessen their environmental impact.'



Energy Star

- ❑ Created 10 years ago by the U.S. Environmental Protection Agency (EPA) to reduce energy consumption and greenhouse gas emissions. Nationwide, Energy Star has prevented the emission of nearly 120 million metric tons of carbon dioxide
- ❑ EPA's online benchmarking system, Portfolio Manager, allows building owners and managers to enter data about their property's energy usage to measure their building's energy performance on a 100-point scale. A rating of 75 or greater denotes superior energy performance
- ❑ Buildings that have earned the Energy Star label use an average of almost 40 percent less energy than average buildings, and emit 35 percent less carbon.
- ❑ Looks exclusively at energy consumption in existing assets: responsibility shifts to property managers.

www.energystar.gov

Green Seal

- ❑ Green Seal has provided a science-based environmental certification for the lodging industry since 1995. But what sets it apart from other programs is that the Green Seal is a recognized brand beyond hospitality, representing a mark of sustainability excellence for more than forty product categories and services.
- ❑ Certification requires an initial evaluation by Green Seal, including an on-site audit of the property, and annual monitoring to ensure ongoing compliance.
- ❑ Notably, the American National Standards Institute (ANSI) notified Green Seal in August that its environmental standard was officially recognized as the first American National Standard for 'green' restaurants and food service operations, which affect many of the hotels that offer onsite restaurants and eating areas.



Green Seal

'There's an ever-growing reluctance among the public to trust companies when they say their product is green.

Consumers have been disappointed before, which is why there's a demand for credible, third-party independent certification, which we provide. Anybody can come up with a checklist over a weekend of beer and pizza, but it takes real effort to work with stakeholders, present your research and rationale for each requirement, and subject the proposed standard to public and stakeholder comments.'

~ Mark Petruzzi, vice president of certification and strategic relations for Green Seal, Inc.

Green Seal

To qualify for Green Seal certification, a hotel must demonstrate sustainable practices in the following areas:

- ❑ Waste minimization, reuse and recycling
- ❑ Energy efficiency, conservation and management
- ❑ Management of fresh water resources
- ❑ Waste water management
- ❑ Hazardous substances management
- ❑ Environmentally sensitive purchasing

Green Seal

'There is a danger that certification can become commoditized. Some hotels just want to offer a linen recycling program and informal recycling program and say they are green,' Petruzzi said. 'But Green Seal is a trustworthy label guests are much more likely to be familiar with in the products they have in their homes. Our standards are robust, thorough, accredited and continuously scrutinized to ensure the credibility of our label.'

Audubon Green Leaf

- ❑ Audubon Green Leaf Eco-Rating Program began in 1998 to meet the lodging industry's desire to provide quality guest services while minimizing its impact on the environment.
- ❑ Participating facilities can reduce costs and gain a marketing advantage through Green Leaf's comprehensive and credible method for assessing the extent of the environmental measures the facilities have undertaken.
- ❑ International in scope, uses a standardized checklist for evaluating environmental performance, includes environmental education and hands-on staff assistance, and requires a site visit by a trained individual to verify eco-rated practices.
- ❑ Tied to Audubon International - a third party environmental group with worldwide name recognition.

<http://greenleaf.auduboninternational.org>



Audubon Green Leaf

The Green Leaf certification process begins with a self-evaluation survey, and is followed up by a Green Leaf assessment and verification. Hotels are awarded one to five. Green Leaves based upon the hotel's commitment to:

- ❑ Saving energy
- ❑ Reducing waste
- ❑ Conserving water and resources
- ❑ Preventing pollution

LEED (Leadership in Energy and Environmental Design)

- ❑ Third-party certification that a facility was designed, built or retro-fitted to improve performance in energy and water conservation, CO2 emissions, indoor environmental quality, and protection of resources.
- ❑ The program is broken down by property type (school, existing building, new construction, etc.)
- ❑ Stringent 110 point scale assigns a certification level (certified, silver, gold or platinum) based on how many points the building earns.
- ❑ Properties can also earn bonus points for innovation in design and for implementing region-specific features.

www.usgbc.org



LEED (Leadership in Energy and Environmental Design)

“The hospitality industry has emerged as an important new hotspot of green building and LEED activity. LEED registrations of lodging properties have increased significantly in recent years - 2007 saw almost four times as many hotels register for LEED as 2006, and 2008 brought us nearly as many new lodging property registrations as in the previous eight years combined.”

~Ashley Katz, manager of communications for the U.S. Green Building Council (USGBC)



EcoRooms & EcoSuites

- Developed a strict set of EcoCriteria that is raising the bar for environmental excellence in hospitality
- Two tiers of green designations
 - 'approved' status is based upon satisfactory completion of an application
 - 'certified' status requires an on-site audit of the claims made on the application by one of the program's board of advisors.
- The only program that mandates 100% compliance with all eight of their criteria's, including smoke free guestrooms.
- The most stringent certification programs in the industry, so becoming a member really means something to the hotels. And patronizing one of their certified hotels truly means something to the eco-conscious traveler as well.
- Member properties range from a newly built gem in California to a multi-million dollar oceanfront resort in Maine. Each individual property receives a marketing boost and expert guidance from EcoRooms and EcoSuites.

www.ecorooms.com

Eco Rooms & Eco Suites

EcoCriteria includes:

- ❑ Green Seal certified or equivalent cleaning products
- ❑ Green Seal certified or equivalent paper products (facial and bathroom tissue)
- ❑ Amenity dispensers in bathrooms or small, practical amenity sizes with
- ❑ Linen and towel reuse program
- ❑ Recycling receptacles—separate and easily identifiable
- ❑ Energy-efficient lighting in every applicable area
- ❑ High efficiency plumbing - 1.6 or less gallons-per-flush for toilets, 2.5 G.P.M. Showerheads and 1.5 gallons per minute or less for sinks with water-efficient aerators
- ❑ 100% Smoke-Free Hotel

STEP: Sustainable Tourism Eco-Certification Program

- Comprehensive eco-certification program aimed at achieving worldwide reach, and as such it is aligned with the Global Sustainable Tourism Criteria - a benchmark that seeks to rally the tourism industry around a set of core values that are 'the minimum that any tourism business should aspire to reach.'
- STEP was publicly launched in 2007, and is currently certifying hotels in the United States, Canada, the United Kingdom, China, Australia and Brazil.
- One-two stars = eco-assessed
- Three-five stars = eco-certified, requires on-site audit
- Grand Teton Lodge Company, Grand Teton National Park

www.ecocertification.org

www.sustainabletravelinternational.org

US EPA

- ❑ The U.S. Environmental Protection Agency is laying the groundwork for a federal green lodging certification program for U.S. hotels.
- ❑ It will apparently be modeled after excellent state-sponsored programs like the ones in Florida and California, and the hope is that it will become as highly regarded and recognizable as the Energy Star ratings for appliances.

Green Lodging Certification Programs

- ❑ Can affiliate with more than one certification program
- ❑ Consumers are becoming more eco-savvy and wary of greenwashing: the best approach is to align with a certification program backed up by on-site audits
- ❑ Achieving - and promoting - a legitimate third-party confirmation of your team's sustainability efforts will set your facility apart from all the others

CERES Green Hotel Checklist

GREEN HOTEL INITIATIVE: BEST PRACTICE SURVEY
SUMMARY SCORE SHEET

Hotel: _____ City: _____ Contact Name: _____
Tel: _____ Fax: _____ Email: _____ Date Submitted: _____

	Score	Subtotal
Commitment and Awareness		
1a) Commitment and awareness - leadership	[]	
1b) Commitment and awareness - systems and evaluation	[]	
1c) Commitment and awareness - communication	[]	
1d) Commitment and awareness - external partnerships	[]	
Energy Efficiency		
2a) Energy efficiency - lighting	[]	
2b) Energy efficiency - sensors	[]	
2c) Energy efficiency - HVAC	[]	
Solid Waste Minimization		
3a) Solid waste - amenity dispensers	[]	
3b) Solid waste - recycling	[]	
3c) Solid waste - packaging	[]	
Air and Water Quality		
4a) Air and water quality - cleaners	[]	
4b) Air and water quality - air filtration	[]	
4c) Air and water quality - low VOC materials	[]	
Water Conservation		
5a) Water conservation - linen reuse	[]	
5b) Water conservation - fixtures	[]	
5c) Water conservation - leak detection system	[]	
Environmental Purchasing		
6a) Environmental purchasing - post-consumer paper	[]	
6b) Environmental purchasing - products	[]	
6c) Environmental purchasing - services	[]	
(TOTAL POSSIBLE SCORES)		
TOTAL SCORE		

This survey has been developed as part of the national Green Hotel Initiative - a multi-stakeholder program, committed to increase green lodging and meeting options by catalyzing market demand. Governed by Cerēs, an environmental coalition dedicated to advancing corporate responsibility, the project has involved collaboration among business, the hotel industry, non-governmental organizations, labor, academia, government and environmental advocates.

GREEN HOTEL INITIATIVE - PARTIAL LIST OF PARTICIPATING ORGANIZATIONS:
 Berry R. Benson, Inc. | Best Hotels | "Green" | Co-op America | Conference Boards | Business Enterprises for Sustainable Travel | Conservation International | Cornell University | "Ecological Solutions" | EnergyStar, EPA | Fairmont Hotels | Ford Motor Co. | General Motors | "Green Seal, Inc." | Jacksonville & The Beaches, FL CVB | L.C. Clark Publishing | "Nike, Inc." | Oceana Blue Foundation | Pollution Prevention Assistance Division, GA DNR | "PMA Consulting Group" | "Project Planet" | "Sustainable Hotel Group" | "Sustainable Hotels and Resorts" | "Sustainable" | "US EPA"

The Green Hotel Initiative is grateful for financial support from the Foundation.
 "Endorse" organizations that took a leadership role in the development of the Best Practice Survey.

To download a copy of this survey, or for more information on the Green Hotel Initiative, please refer to the Cerēs website - www.ceres.org. Supporting news stories also will be available at this site.

To advance continued improvement of this project, please send comments or suggestions to info@ceres.org.

- Environmental Commitment and Awareness
- Energy Efficiency
- Solid Waste
- Air and Water Quality
- Water Conservation
- Environmental Purchasing

www.ceres.org



UnCommon Sense Program:

Business Leadership for a Sustainable Future

- ❑ Workshops with back-home implementation
- ❑ Action Items/Deliverables
- ❑ Conference Calls
- ❑ Peer Support
- ❑ Accountability
- ❑ Learning Teams
 - Functional Groups led by advisors
 - Breakout teams during workshops
 - Contact between workshops
- ❑ Advisors and Program Coordinator



UnCommon Sense Program:

Business Leadership for a Sustainable Future

- ❑ Leading the Way
- ❑ Waste Stream Management
- ❑ Responsible Purchasing
- ❑ Social and Community Investment
- ❑ Resource Management: Energy Efficiencies
- ❑ Resource Management: Water Efficiencies
- ❑ Transportation Efficiencies
- ❑ The Business Response to Climate Change



Questions?

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